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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Programs and Planning, Office of Public Affairs, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

UNIV. OF WISCONSIN COOPERATIVE EXTENSION HAS OPENING FOR OUTREACH SPECIALIST

The University of Wisconsin Cooperative Extension Service has an opening for an outreach specialist (video producer/writer) to design and produce live video satellite teleconferences and instructional videotapes with appropriate supplementary materials to use in their educational programming.

The position is available from October 1, 1990 to June 30, 1991, with possible annual renewals.

Duties include working with faculty to plan treatments, write scripts, oversee on-location and in-studio production, and direct post-production.

Other responsibilities may include providing total production expertise (videography, lighting, audio and direction) for routine video productions, videotaping and editing productions, assisting in exploring video resources in Wisconsin and in other states, assisting in evaluation of video programming and training for state and county staff, and some travel to off-campus production sites.

Qualifications include a BA or BS in journalism, communication arts, education or a related field; minimum of three years experience producing instructional or informational video programs and equivalent; ability to operate video camera and related equipment; and ability to work effectively with clientele and production personnel. Ability to use computers for word processing and graphics, and familiarity with the organization and function of the University of Wisconsin system and the Cooperative Extension Service are highly desirable.

Send applications to: Jeanne Meadowcroft, Visual Communication Unit, Department of Agricultural Journalism, 440 Henry Mall, Madison, WI 53706.

CHIEF OF USDA-OPA'S DESIGN DIVISION, GEORGE BAKA, RETIRES AFTER 30 YEARS

George Baka, chief of the Design Division in USDA's Office of Public Affairs retired August 31, with 30 years of federal service.

After four years in the Air Force, Baka worked in private industry for the next eight years in advertising and exhibits. His last 26 years have been with USDA.

Baka has been retained in the Design Division as a rehired annuitant for up to one year.

He is married and has four children.

USDA'S 67TH ANNUAL AGRICULTURAL OUTLOOK CONFERENCE TO BE HELD NOVEMBER 27-29

The 67th annual Outlook Conference will be held November 27-29, with USDA staff and invited speakers assessing the 1991 outlook for farmers, farm products and consumers in the most turbulent and eventful situation in recent times.

Issues include the 1990 Farm Bill, GATT Uruguay Round negotiations, the explosive Middle East, reunification of Germany, the economic transformation of Eastern Europe, the unsettled energy situation, possible alternative fuels, the uncertain economy, budget problems, and rising concerns over environment and food safety.

Secretary of Agriculture Clayton Yeutter will keynote the conference at 10:30 a.m., Tuesday, November 27. An administration spokesperson will follow Yeutter under the theme of "Agriculture in a World of Change." The afternoon will highlight trade prospects and the economic and agricultural outlook.

Wednesday, November 28, the outlook for commodities will take the spotlight.

On Thursday morning, November 29, leading experts and policymakers will discuss the search for solutions to the food safety and environmental problems and explore energy issues for agriculture.

For program and registration details, including information on ordering audio-tape cassettes and the conference proceedings, call 202-447-3050, or write Outlook Conference, Room 5143-S, USDA, Washington, DC 20250-3900.

USDA'S ASCS HAS AN OPENING FOR A PUBLIC AFFAIRS SPECIALIST IN BROADCASTING

The Information Division of USDA's Agricultural Stabilization and Conservation Service (ASCS) has an opening for a GS-1035-12/GM-1035-13 public affairs specialist in the Broadcast Services Branch.

Duties include responsibility for planning, organizing, and directing special broadcast and other audiovisual materials and activities in support of the information program for ASCS and for assigned programs and activities of the Commodity Credit Corporation.

Other duties are developing and disseminating information materials to the general public and to specialized target groups within the agricultural community with particular emphasis on developing agency programs and strategies for effective use of radio and television media.

Qualifications include one year of specialized experience directly related to the line of work of the position being filled, and the knowledge skills, and abilities to successfully perform the duties of the position.

Contact: USDA-ASCS-Human Resources Management Division, Employment Branch, Room 4971-S, P.O. Box 2415, Washington, DC 20013. Telephone is 202-447-7518. Refer to Announcement No. ASCS-90-INFO-111.

Closing date is October 2.

USDA TO EXTEND CONTRACT FOR BT TYMNET'S DIALCOM SERVICES FOR ANOTHER YEAR

USDA will renew and extend its current contract with BT Tymnet (Dialcom services) for another year. Extension was granted by the U.S. General Services Administration (GSA) so that USDA has enough time to recomplete the contract under competitive award procedures.

USDA published an announcement in the COMMERCE BUSINESS DAILY saying the existing contract under GSA's teleprocessing services program, multiple-awards schedule contract, is not being renewed by GSA with the new fiscal year beginning October 1. GSA is cancelling all of its TSP MASC contracts. This is forcing all Federal agencies to recomplete any of their current contracts under the TSP MASC if they wish to retain the services.

The current contract with BT Tymnet provides for Dialcom automated office services integrated with a computer-based message system (electronic mail), integrated automated text retrieval (electronic publishing), full screen forms processing (electronic forms), electronic calendar scheduling, and online access to major newswire services and other federal agencies news releases (FEDNEWS), and gateway to other online services such as the Official Airlines Guide, Knight-Ridder's Dialog Information Services, and Bibliographic Research Service.

USDA's CBD announcement also said land grant universities and state departments of agriculture use the Dialcom system for electronic messaging with USDA and to access the USDA ONLINE service—USDA press releases, speeches and background statements; daily news summaries (called "AG a.m."), calendar of coming agricultural events and USDA officials' speaking engagements (AGCAL), and information about agricultural issues (provided by USDA's Office of Public Affairs).

There are data entry programs used by USDA's Cooperative State Research Service, state agricultural experiment stations, and the National Agricultural Library—the current information system (CRIS)—which takes advantage of the Dialcom system protocols to transmit data from user locations directly to the CRIS mailbox at NAL in Beltsville, MD.

The online food and agricultural education information system (FAEIS) operated by the Office of Grants and Programs Systems also is on the Dialcom system. The service was developed by CSRS and Texas A&M University to provide statistical data on attributes of the U.S. food and agricultural sciences higher education system to help policy-makers better address the nation's needs for educating agricultural, home economics, forestry, natural resources, veterinary medicine, and related scientists and professionals.

The Dialcom system also is used by the world-wide agricultural research network to link research stations in every continent. It allows these remote stations to share information quickly and efficiently with each other and with USDA and land grant university researchers.

A USDA-wide competitive procurement for Dialcom-like services will be announced in November 1990 with a contemplated contract award date of July 1991. The USDA CBD announcement said extension of the existing contract will allow USDA to conduct a department-wide acquisition for a systems life of about 5 years. A USDA multi-agency acquisition review team is being formed and will be led by Stan Prochaska, Office of Public Affairs. His Dialcom mailbox is PROCHASKA.S or AGR002, telephone 202-447-7454.

USDA'S EXTENSION SERVICE HAS OPENING FOR AN AGRICULTURAL EXTENSION SPECIALIST

USDA's Extension Service has an opening for an agricultural extension specialist, GM-406-13/14.

Duties include providing program leadership for the Extension Service and State Cooperative Extension Service Education programs in economic development. This includes area development, business and industrial development, downtown revitalization, small business management, manpower development, impact assessment, feasibility analysis, and the exploration of natural resources policy alternatives.

Other duties are planning, organizing, and giving technical guidance to broad national extension education program; concea6Rs;6Hformulating agency policy and technical standards used for the review of state Extension projects and plans of work; and representing the agency in the formulation, planning, and coordination of programs in assigned field with federal departments, USDA agencies, state land grant colleges and universities, and private industry.

Qualifications include a bachelor's or higher degree in an appropriate field for the position or 4 years of progressively responsible experience.

Contact: Jacqueline Wilson, USDA, CMS, PMSD, Room 3552-S, Washington, DC 20250-0900. Telephone 202-475-4987. Announcement No. is ES-90-624.

Closing date is October 1.

NEW AG SATELLITE NETWORK RECEIVES GRANT FROM U.S. DEPARTMENT OF COMMERCE

A newly organized satellite network designed to share agricultural information and instruction has received a \$735,000 grant from the U.S. Department of Commerce's Public Telecommunications Facilities Program.

The Agricultural Satellite Corp. (AG-SAT), chartered in Nebraska, is made up of 31 land grant universities. It will originate and share credit courses among the agricultural colleges and develop and exchange cooperative extension system programs.

AG-SAT's programming will originate from select universities and be received via satellite at land grant universities as well as other 4-year universities and 2-year colleges, cooperative extension system offices, government agencies, and agribusinesses.

The Nebraska Educational Telecommunications Center at the University of Nebraska will coordinate the service.

The federal grant will permit construction of at least three and maybe five new satellite uplinks. Uplink sites are already under construction at Clemson University, Oklahoma State University, Pennsylvania State University, Texas A&M University, and Utah State University. The uplinks will connect with similar originating facilities already in place at some of the land grant universities.

FORMER DEPUTY CHIEF OF SPECIAL PROGRAMS DIVISION RETIRING FROM USDA'S OPA

John Crowley, deputy chief of the former Special Programs Division in USDA's former Office of Information is retiring on September 28 after 28 years of federal service. The last 22 years have been with the Special Programs Division in its various forms.

A graduate of the Michigan State University School of Journalism, Crowley started his career as a copy editor and science reporter on the DETROIT FREE PRESS. He served 14 years in Michigan as reporter, photographer, and city editor—in Detroit, Muskegon, Owosso, and Pontiac—before moving to Capitol Hill as an administrative assistant to, first, a Michigan congressman, and then, a U.S. senator.

Crowley spent 2-1/2 years as a combat infantryman in World War II until an act of Congress promoted him to private first class.

A native of Lansing, Michigan, he is married and the father of two.

ANOTHER AG COMPUTER PUB DIES WITH FARM COMPUTERIZATION GROWTH AT A STANDSTILL

The September issue of AGRICULTURAL COMPUTING, a Doane Information Services newsletter for computer users in agriculture, was the final issue.

Editor Steven Burhoe explained in a letter to subscribers that with farm computerization growth at a standstill, they could no longer continue publishing. However, he says he will continue writing regularly in another Doane publication, AG EXECUTIVE, about computer developments and uses.

The demise of Doane's computer publication follows the similar fate of Meredith Corporation's colorful FARM COMPUTING magazine, which was launched during the widely-heralded expansion of farm computer use in the early 1980s. Meredith publishes SUCCESSFUL FARMING and other magazines.

Burhoe opened his letter with the axiom: Someone once said that the only permanent thing is change. "Over the last ten years since we started publishing AG COMPUTING, that principle has certainly applied to the use of the computer on the farm.

“However,” he added, “the growth of farm computerization has leveled off significantly. It is for that reason we regret to inform you that AG COMPUTING must cease publication.”

AG COMPUTING was about the last of the major agricultural computing publications.

CALENDAR BEING PRODUCED BY NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS

Ready for 1991? To deal with the first year of the 20th Century's final decade, you'll need a wall calendar—one you can read from across the room when you look up from your writing and large enough to hold your appointments.

A 1991 calendar, designed especially for communicators, will be available November 1 from the National Association of Government Communicators (NAGC).

NAGC is an organization of public information people in local, state, and federal government dedicated to promotion of better communications with the public. NAGC's members include public affairs directors, editors, writers, publication officers, broadcasters, graphic designers, and other communications specialists.

Finding nothing readily available for people in communicating who need to be conveniently reminded of important dates, NAGC decided to produce a calendar of its own. Naturally, the calendar includes historic and 1991 dates of interest to NAGC members.

Want to know when the first color TV program was nationally broadcast? This calendar tells you. How about “Freedom of Information Day,” the day the pony express started, NBC became a network, CNN went live, the first photograph was sent electronically, or when John Peter Zenger was acquitted? They're all here, along with religious and national holidays and other seasonal dates many communicators—including news media—use as “pegs” for hanging information to the public.

There are birthdays such as Amerigo Vespucci's, Carl Schurz's, Joseph Pulitzer's, and all those “special” weeks—“Publicity Stunt Week,” “Public Relations Week,” “Cartoon Art Appreciation Week,” “National Smile Week,” and, last but not least, “National Procrastination Week.” There are important days: “Ask a Stupid Question Day,” “Make Up Your Mind Day,” “Swap Ideas Day,” and “National Whiner's Day,” along with “Black Press Day,” “Flag Day,” “Mother's Day,” and other favorites.

Want to tell a story? Tell it on “Story Telling Weekend.” But if you want to READ a story, “Reading is Fun Week” would be suitable. Wouldn't you like to be the first in your office to know when “Dog Days” start?

The calendar is illustrated with original drawings by artist Rob Pudim, developed for the Colorado Council of Government Communicators. The drawings depict embarrassing situations both government communicators and news media will recognize.

The calendars will be available at NAGC's annual conference, December 5-7, for \$5 each. To order by mail, send \$5.50 (includes postage and handling) to: NAGC, 80 South Early Street, Alexandria, VA 22304. You can use your Visa or Master Card. Telephone is 703-823-4821.

INTERNATIONAL MERCURY AWARDS WILL BE PRESENTED IN NEW YORK CITY, DECEMBER 6

Now in its 4th year, the Mercury Awards Competition recognizes outstanding achievement in professional communications. The contest is designed to honor innovation, skill, and knowledge. The Mercury Award symbolizes the spirit of agility, creativity, and success of the message communicated.

The Mercury Awards Competition offers an opportunity to have the work you helped create or produce be judged by the best peers in your profession.

The competition is open to all organizations and individuals involved in the process of creating or producing public relations/advertising/marketing/communications programs directed to the media (print, broadcast, cable) as well as specialized audiences. The competition is designed to honor the communications vehicles created for publicly held corporations, privately owned companies, government agencies, associations, and not-for-profit organizations.

Any material produced or dated between October 9, 1989 to October 10, 1990 is eligible to be entered. Entries must have been used for public relations/advertising/marketing/communications purposes.

Seventeen major categories are offered. Nominators may enter their work in any combination of categories and classifications. Deadline for entries is October 10.

The Mercury Awards will be presented during a Gala Champagne Cocktail Reception and Banquet on Thursday evening, December 6, at the Grand Hyatt Hotel in New York City.

Last year's awards competition drew nearly 900 entries from around the world. Over 230 entries were recognized as Gold, Silver, Bronze, and Finalist winner.

For more information call: 1-800-634-4020. In New York State, call: 1-212-362-2353.

'AGRICULTURE INFORMATION ALUMNI ASSOCIATION' SCHEDULES ANOTHER GET-TOGETHER

The "Agriculture Information Alumni Association" has scheduled another get-together for October 29, 11:30 a.m., at the National Press Club in Washington, D.C. The "unofficial" group is made up of present and past USDA information folks. The object is to provide an opportunity to share ideas, information, and memories—but mostly just a chance for old acquaintances to get-together once again.

The past get-togethers, May 1989, November 1989, and May 1990, seemed to work pretty good and were well-received and well-attended, so this get-together is being done the same way. The most acclaimed feature of the previous get-togethers was the absolute absence of a program. An encore is planned.

A lot of people who live out of the Washington area have expressed interest in attending, but need time to plan ahead—the October 22 deadline for signing up should allow ample time.

If you'd like to join in, send a check for \$26 to: Phil Fleming, 9134 Kirksdale Road, Bethesda, MD 20817. If you have any questions, call: Ed Curran (301-588-6393), Phil Fleming (301-530-7488), or Jim McMahon (301-864-3638).

PUBLIC RELATIONS ORGANIZATIONS WORLDWIDE DIRECTORY COMPILED BY NAGC MEMBER

Pigafetta Press has published "Reed's Worldwide Directory of Public Relations Organizations," a valuable reference tool for persons engaged in international and domestic public relations and for schools of communication.

The new compilation is edited by National Association of Government Communicators (NAGC) member John M. Reed, a veteran international public relations practitioner and teacher at The George Washington University.

One hundred and twenty-five public relations organizations (including NAGC) in 60 countries with an aggregate membership of 137,000 plus members are described in the new directory.

Uniform entries give the history and aims of the organization, list their officers, publications, addresses, chapters, and other pertinent information.

The 160-page, 8-1/2 by 11 inch book is available at \$85 per copy (postpaid) for the first copy, and \$80 for additional copies to the same address, from Pigafetta Press, P.O. Box 39244, Washington, DC 20016.

PUBLISHING EMPIRE HEAD, ROBERT RODALE, KILLED IN CAR ACCIDENT IN MOSCOW

Robert Rodale, head of the Emmaus, Pennsylvania-based publishing empire, was killed in a car accident on September 20 in Moscow. He was 60.

Rodale, who has been developing and refining techniques for farming without chemicals for years, was in Russia setting up a Russian-language edition of THE NEW FARMER.

He took part in a project of USDA's National Agricultural Library aimed at saving the expertise of present-day farming authorities for future generations. (SEE: INSIDE INFORMATION, March 1990.) The videotapes feature "oral histories" with prominent scientists in the field of alternative agriculture and Rodale was the second expert to be featured.

Rodale Press publishes numerous magazines and books on organic farming and gardening.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

October 4-6:

AGRICULTURAL COMMUNICATORS IN EDUCATION WESTERN REGIONAL MEETING

Airport Sheraton, Denver, Colorado

Contact: Dennis Hinkamp, Utah State Univ., 303-491-6432

October 19:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS REGIONAL WORKSHOP

Emily Morgan Hotel, San Antonio, Texas

Contact: NAGC, 703-823-4821

October 28-30:

AMERICAN AGRICULTURAL EDITORS ASSOCIATION CONFERENCE

Kansas City, Missouri

Contact: 202-785-6710

December 5-7:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS ANNUAL CONFERENCE

Rosslyn Westpark Hotel, Arlington, Virginia

Contact: NAGC, 703-823-4821

December 6:

4TH INTERNATIONAL MERCURY COMMUNICATIONS AWARDS BANQUET

Grand Hyatt Hotel, New York, New York

Contact: 1-800-634-4020
